



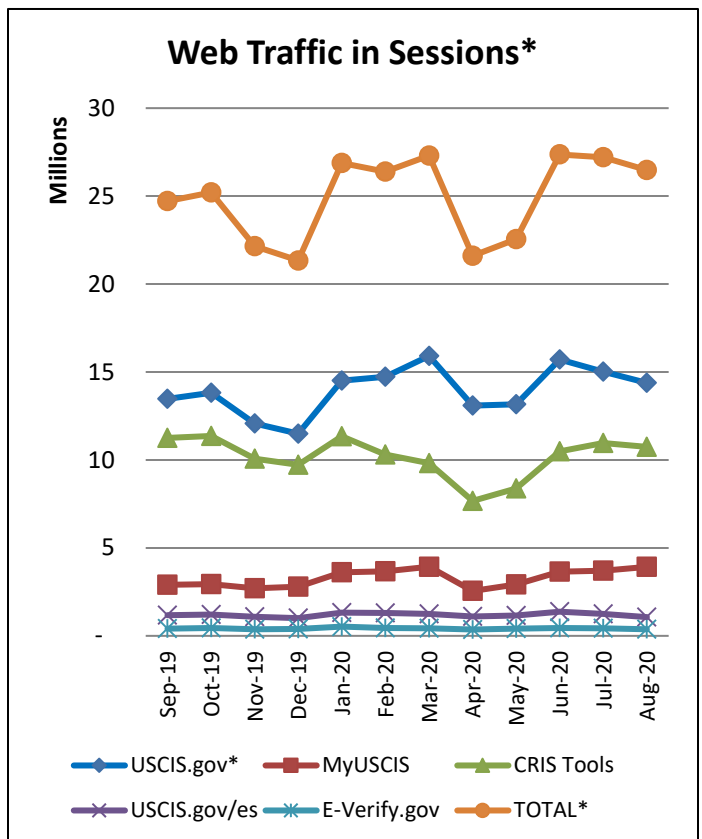
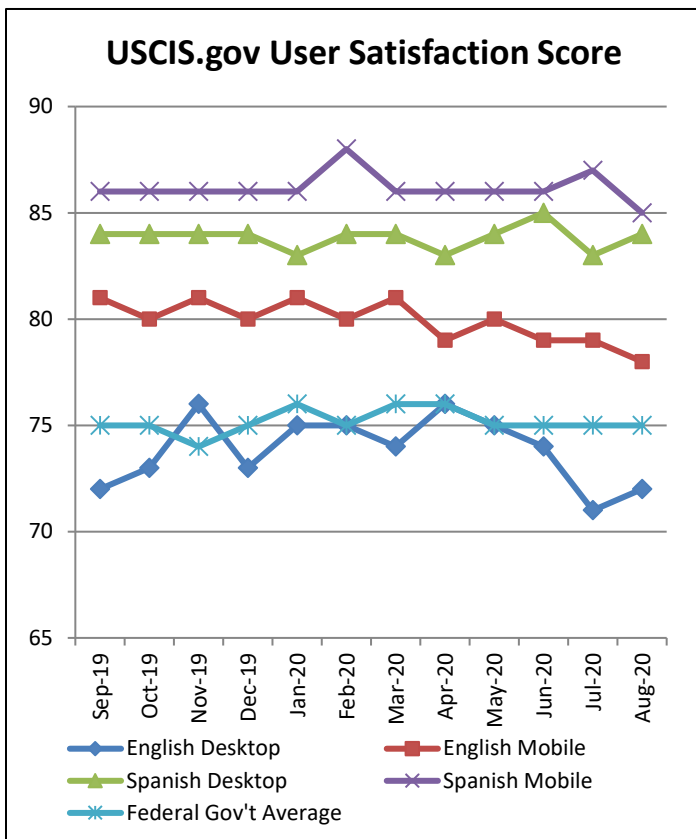
Online Communications Insights and Statistics

August 2020

Total Web Traffic – ALL PROPERTIES: 26,486,007 sessions (-2.6% from past month)

Highlights:

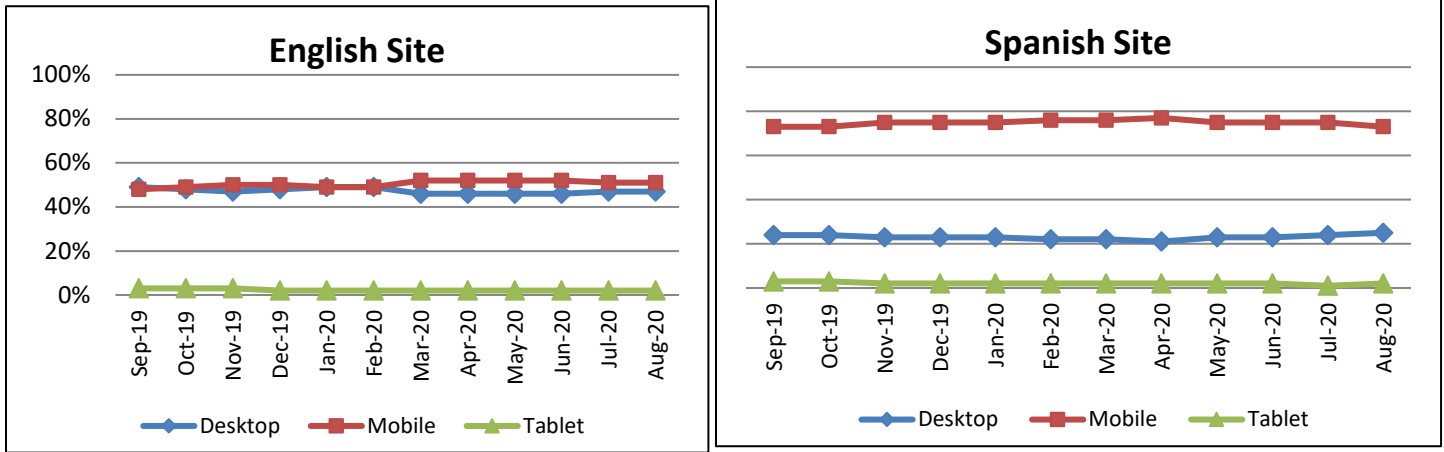
- **Web Traffic Remains Stable in Recovery Levels:** Traffic Remained at Recovery Levels after the April and May decline.



Web Traffic in Sessions*: The total sessions and users shown at the top of the “Web Traffic in Sessions” graph for all USCIS properties represents how many sessions there were to either the USCIS.gov website, E-Verify.gov (tracking for E-Verify.gov began in Sept. 2018), myUSCIS (authenticated and unauthenticated sessions counted separately) and CRIS Tools. Note that the separate sites are not simply added together to reach a correct “TOTAL” traffic number because there is overlap. For example, in a single session, some people visit two or even all three of the domains. Additionally, on the Spanish USCIS.gov website, every session is considered a session on USCIS.gov because Spanish sessions are delineated by the /es, but they are still in the same domain as USCIS.gov.



USCIS.gov Website Visitors: Percentages using desktop, mobile and tablets over time



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Largest Traffic Change: Web Pages (Top 100)			Largest Change: Search (Top 100)		
Rank (Last Month)	Pages	Page views (Change)	Rank (Last Month)	Terms	Number of Queries (Change)
4 (1) ↑	Homepage USCIS	4,842,000 (+2,842,698)	21 (1) ↓	daca	10,679 (+24,997)
7 (21) ↑	All Forms USCIS	921,000 (+563,516)	16 (20) ↑	i-944	13,900 (+8,999)
4 (8) ↑	Employment Eligibility Verification USCIS	1,177,000 (+532,199)	13 (2) ↓	i-765	22,383 (+8,299)
8 (54) ↑	Application for Naturalization USCIS	693,000 (+486,049)	18 (12) ↓	n-400	13,326 (+6,281)
2 (2)	USCIS Account - Home Page	3,405,000 (+410,094)	15 (5) ↓	i-485	15,328 (+5,925)



E-Mail Outreach:

Total Number of Subscribers: 2,390,865 (+39,147)/Total Number of Subscriptions 6,583,522 (+172,422)

Average Number of Subscriptions per Subscriber: 2.8

	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
1	News Releases (406,613)	News Releases (+16,861)	USCIS Intergovernmental Affairs Updates (6)
2	Office Closures (342,373)	Immigration Policy (+16,157)	Updates from the Public Engagement Division (6)
3	Forms Updates (294,658)	Forms Updates (+16,062)	Alerts (4)
4	Federal Register Announcements (273,900)	Citizenship (+15,988)	Immigration Policy (3)
5	Alerts (242,250)	Alerts (+ 15,512)	Forms Updates (2)

